

## UNABLE TO MEET ORDERS FOR CARS

"Si" Writes "Bo" About Auto  
Rush in the Capital.  
Other Gossip.

Dear "Bo"—Do not know how things are in your neck of the woods, but here it is the same old story—more cars. If there was only some way to hustle the factory along.

Our old friend, Jesse Haas, came back from the Firestone factory the other day full of enthusiasm over the new single-type truck tire that his company is marketing. He says tests have shown that this type tire gives better service than duals on big trucks.

There is one thing that you must hand Luther Strobel, buyer and manager of the accessory department of the Record Auto Company. Strobel has a steady procession of salesmen calling on him all day extolling the merits of their goods and endeavoring to secure the coveted signature to the bottom of his order blank. In addition, he must answer numerous questions as to various lines that customers ask about. Through it all he manages to smile and send all on their way in a good humor, even though he does not give an order for goods.

Farmer Livingston, who, when not tending to his garden in Falls Church, manages to find time to sell a few Hood tires, has purchased a National roadster chassis and a special roadster body is now being fitted to it. Do not be surprised to see him bringing in his garden truck on the back of it any morning. He hopes to realize enough from his miniature truck farm this summer to take a trip to Atlantic City.

Had a chat with Walter Hoover the other day. You know he has gone with the Combs Motor Company, which now has the Chalmers agency. He is general manager for Mr. Combs, who is unable to give his full time to the automobile business, due to numerous other interests. Walter is perfectly at home in his new quarters and talking Chalmers stronger than ever. "Bob" Oldys, who was with him at the Union garage, has also fallen in line and is his right-hand man.

Russell McLennan, Claude Miller's right bower, is a first lieutenant in the Signal Corps, and instead of riding in his Dorr on Pennsylvania avenue Wednesday afternoon, was active in a single cylinder long stroke hay motor. At that, he seemed at home.

Irving Donohue is starting a carburetor museum. Every carburetor that he takes off to replace with a Rayfield he hangs up on the wall of his service station. There are gasoline-mixing devices of all sorts and kinds in the collection which is being added to daily.

Henry Swagartz, office manager for Soodyear, is making a reputation as a window dresser. He not only makes use of the ideas which the factory sends on for window decorations, but improves on them, and now and then just to show that he has some ideas of his own fixes up his own display.

Came by Henderson & Rowe's the other

day and found Percy Rowe tearing his hair. He was standing first on one foot and then the other anxiously awaiting a telegram from the Kissel Motor Company. Early in the day he had wired to "find out" if they could make immediate delivery on a big truck, the order for which hinged on how soon delivery could be made. When I left he was still watchfully waiting.

George Weaver has decided that he will be unable to visit his summer estate often. You know, George is interested in an ice business here in town, besides selling Cadillac cars. Naturally the summer months are ice months, and George must spend considerable time checking up his receipts.

Sam Luttrell, who is back from his trip to the Packard factory, tells me that it is one busy place. Both the pleasure car and truck departments are working overtime trying to keep up with orders. While he was there he saw 455 trucks start on their long journey to the allies.

Joe Trew got a funny order the other day for a Reo Six. The customer placed his order, paid in full for the car, and then made it a condition of sale that the car should set in the show window from now on until September 1, when he would take it. His idea was to have the car where he could see it every day and if he decided that he would want the car sooner, why get it. Makes it O. K. for Joe, as he can show the car to prospective customers, though, of course, not take them for a demonstration in it.

Harry M. Ivy, manager of the Chevrolet branch, was telling me the other day that they have plans now under way for building their own service station here.

Paul Harper was telling me that they hope to get into their new home on Connecticut avenue by September 1. Certainly is going to be one of the show places of the town.

Well, it is about time that I went home. Getting rather late and I am sleepy. Let me hear from you as to when you expect to be within striking distance of the old berg again. If you put it off long enough and the people of Washington come through perhaps the Fredericksburg road will be finished—Let's hope so. Goodnight, "Si."

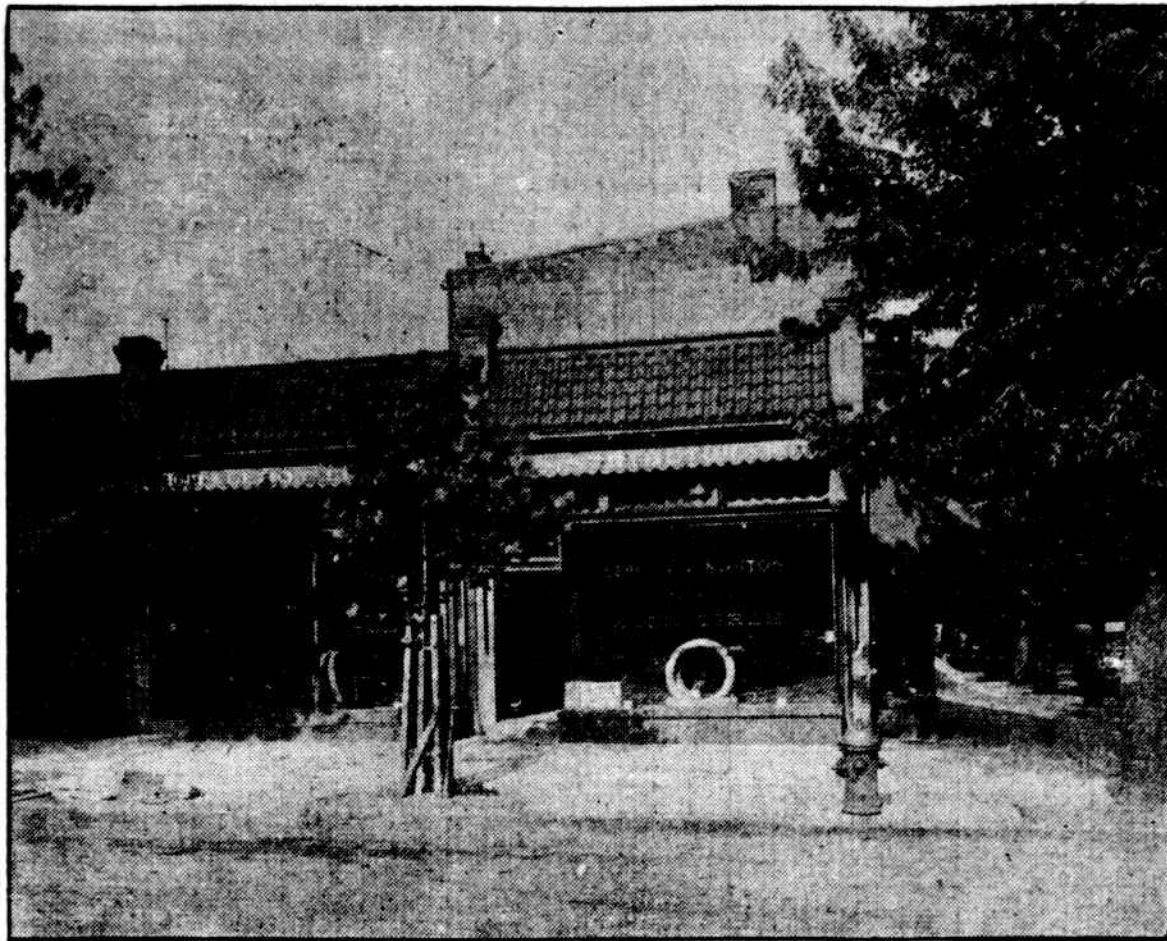
## C. E. MILLER PLEASED WITH BRISCOE CAR

Claude E. Miller, of Miller Bros. Automobile and Supply House, has just returned from Jackson, Mich., where he spent some time with the Briscoe Motor Corporation, going thoroughly over their new touring car to be sold for \$253. Mr. Miller was so pleased with the appearance of the car, the work the motor will do compared with other cars in its class, the great care with which the parts are manufactured and inspected and the unusual performance of the motor, that he signed a contract for one thousand of these cars to be handled by his firm for the year beginning July 1, 1916.

Mr. Benjamin Briscoe spent \$500,000 in obtaining this motor, designed by a celebrated French engineer and is developing it to its present state of perfection. The body of the car is larger and more roomy than any other car at its price, and Miller Bros. congratulate themselves on being able to secure a distributors' contract.

The Briscoe Corporation will also make an eight-cylinder car for \$385 which has already been on the market and for which their large factory has not been able to meet the demand.

## AN ATTRACTIVE TIRE STORE



Showroom of Le Roy Livingston, distributor for Hood Arrow Tread Tires.

## FORD PROFIT-SHARING PROJECT SUCCESSFUL

Two Surveys, Just Year Apart, Show  
Benefits from Interest-  
ing Plan.

Henry Ford announced the plan whereby his employees should share in the profits of the company early in January, 1914, and put the plan into effect on the fourteenth of the month.

A minimum wage of \$5 for every profit sharer started the industrial world and provoked unlimited discussion, liberal criticism as well as commendation.

Sufficient time has now elapsed to indicate clearly the wisdom of the plan and its entire success. Statistics were gathered in two surveys, one in 1914 after the plan had been in operation for five months the other has just been completed.

Coming as they do, two years apart, an excellent basis for comparison is furnished.

The average bank deposit of the 29,314 men, now employed, is \$204, as against \$212, the average of the 12,960 men employed in 1914.

The bank accounts of the present Ford employees total \$5,965,306, an increase of nearly \$5,000,000 over two years ago.

The number of bank depositors has increased from 5,872 to 17,118.

The men are now buying homes worth \$21,747,490, an increase of eighteen and a half million.

The improved living conditions of the men and their families are clearly reflected in the statistics.

In 1914, 2,572 carried life insurance totalling \$4,471,663; in 1916 17,118 men are carrying \$14,822,916, an increase of over \$10,000,000 a month.

Two years ago only 364 of the men owned their homes; today 1,136 Ford men are home owners.

The total wealth of Ford employees, as represented by bank accounts, real estate, and real estate equities, is \$8,096,460, and average of \$277.33 for each man.

Of 12,960 more men are now renting by the man in 1914, which has caused the number of men paying board bills to decrease 50 per cent.

Class Day was observed at Monroe School Wednesday, when the following program was rendered: Piano recital, by Penelope M. Holmes; reading of class history, by Clara H. Flanagan; reading of class prophecy, by Henry L. Kiel; vocal solo, by Ellsworth H. Marlow; court scene, from "Merchant of Venice." Leading parts were as follows: Portia, the Judge, Esther L. Shanbaugh; Antonio, the merchant, Percy J. Wright; Shylock, the rich Jew, Ellsworth H. Marlow; Recitations, by Miss G. G. Meyers, valedictory, by Irma B. Maybury.

## MILEAGE PER GALLON OF GAS INCREASES

Improvements in Autos Have Compensated for Rise in Price of Fuel.

In considering the increase in the cost of gasoline in the past year or two, one should also bear in mind the fact that the mileage per gallon which the majority of motorists are getting out of their cars has also increased.

Improvements in automobiles, particularly the development of the high efficiency motor and lighter car weight, have been the big factors in advancing the gasoline mileage. The greatly proportionate increase in popular priced cars has also played a part.

As an illustration of the high mileage per gallon of gasoline now obtainable, a recent canvass made by the New York branch of the Chevrolet Motor Company, is of interest. This shows from records kept by an even hundred Chevrolet owners in and about New York an average of 24½ miles per gallon. The total mileage on which this average is figured is just 15,862,000. The average mileage per quart of oil is 196, and per tire, it is 6,123 miles.

## Auto Licenses Issued Yesterday.

The following automobile licenses were issued yesterday:

4087—Allen E. Burrage, 1415 20th st. n.w.; Baker 1912.  
4088—W. H. Thomas, 941 Va. ave. s.e.; Ford 1914.  
4089—Peter Busset, 3205 Lowell st. n.e.; Chalmers 1916.  
4090—H. B. Byrd, 918 18th st. n.w.; Hudson 1914.  
4091—P. T. Sanner, 1818 st. and Columbia road; Packard 1916.  
4092—H. S. Griffin, 3005 Kalorama rd.; Hudson 1916.  
4093—Mrs. O. A. Bigones, 525 14th st. n.w.; State 1914.  
4094—Wm. J. Koeth, 908 K st. n.w.; Studebaker 1912.  
4095—Wm. H. Ward, Jr., 78 Vt. st. n.w.; Ford 1916.  
4096—A. H. Hardisty, 300 6th st. s.e.; Pratt 1912.  
4097—A. H. Eldred, 1024 1 st. n.w.; Maxwell 1916.  
4098—George H. Haas, Government Printing Office; Winton 1916.  
4099—P. D. Smith, 1923 S. st.; Ford 1916.  
4100—F. S. Swindell, 708 14th st. n.w.; Overland 1916.  
4101—Edward McCaulley, Jr., 36th and Macomb sts.; Buick 1916.  
4102—Edwin C. Brandenburg, Fendall Building; Cadillac 1916.  
4103—James Lansburgh, 2511 14th st. n.w.; White 1916.  
4104—Noble Lewis, 66 N. Y. ave. n.e.; Ford 1914.

4095—E. O. O. Freil, German Orphan Asylum; Maxwell 1916.  
4096—C. B. Jordan, 26 Jackson place; Scripps 1914.  
4097—George L. Turbell, Takoma Park; Ford 1914.  
4098—D. A. Wentworth, 925 Md. ave. n.e.; Studebaker 1912.  
4099—Dr. C. A. Wright, 716 20th st. n.w.; Little 1914.  
4100—A. W. Smith, 198 R. I. ave.; Ford 1914.  
4101—F. S. Harper, Inc., Alexandria; Ford 1916.  
4102—W. A. Simpson, 520 7th st. s.e.; Ford 1916.  
4103—Wm. Washington, 212 Cal. st. n.w.; Packard 1916.

**Local Chapter of Dames.**  
A Washington chapter of Dames of the Loyal Legion will be organized at a meeting at the Willard at 4 o'clock Tuesday afternoon. A call has been sent out by Mrs. Logan Tucker at the request of the national society. A charter for the proposed Washington chapter already has been drawn and signed by the national officers.

Sound carries best southeast of a storm center.

# DAVIS

THE MARK OF SUPERIOR QUALITY

## 6 Cylinder

DAVIS MODEL SIX G.  
A Five-passenger Touring Car.

The wonderful riding qualities of these cars are not to be found in any other car of the same weight.

The long wheel base and platform springs make this possible.

Read these specifications and think them over—Continental Motor—Delco starting, lighting and ignition—Warner gears—right or left hand drive with center control—adjustable and reversible front seats—a general finish that can be had only in high-grade cars.

For fourteen years the Davis Car has been giving unexcelled service.

The Davis is not built for trading purposes, but for years of service.

Demonstration on Request. Immediate Delivery.

DON'T WAIT—USE YOUR CAR ALL SUMMER.

## MINER & RICE

1323 H St. N. W. Phone M. 7089.

## Free Inspection and Service on Storage Batteries

We have complete facilities for the repair and charging of automobile starting and lighting batteries and invite you to bring your battery to us at any time, and as often as you wish, for free inspection and advice.

Our advice on your battery problems will be cheerfully given, no matter what battery you are using.

### Columbia Auto Supply Company

13th and H Sts., 14th and Irving Sts.  
PHONE M. 4860. PHONE CO. 3099.  
Distributors for Trolene Oils, Bessemer Trucks, Compensating Vapor Plugs, V Ray Spark Plugs.

# Announcing The New Roll-Edge Jeffery Four

THE answer to an overwhelming demand on the part of the public for an automobile that would combine the quality and value of the famous Four with the roll-edge beauty and seven passenger luxury of the Six—at a price lower than that of the Six.

Today this new Roll-Edge Jeffery Four is ready for your inspection—the first car of its beauty, quality, size and finish to sell below \$1400. A large, roomy, seven passenger automobile—exceedingly handsome in appearance—easy to drive—comfortable. Built to satisfy the tastes of people who are accustomed to the finest that can be had in a motor car—irrespective of price.

The New Roll-Edge Jeffery Four—1916  
The Jeffery Six—1916  
P. O. B. Kenosha

### HURLEY & EARLEY,

1220 Conn. Ave. Phone N. 5694.

The New Roll-Edge Jeffery Four

# Why not steel truck tires?

IF mileage were the only thing to be considered there would be no such thing as truck tires of rubber. Steel will outwear rubber many times over. But steel is not RESILIENT. Nor is hard rubber.

To protect the fine truck mechanism in which you have invested your money, to keep your truck in the road instead of in the repair shop, to measure your truck's unflinching service by years instead of months, to secure traction, stop "spinning" and skidding with their risk to the truck and loss of gasoline—

You must get the tire that bears the name Firestone. Its special composition combines

**Toughness**—Mileage

**Resiliency**—Tire Economy

—Truck Economy

—Improved Traction

—Greater Speed

—Gasoline Saving

When you equip with Firestone Truck Tires, you purchase all of these vital qualities. The Firestone Transportation Specialist will be glad to study your truck tire problems and make recommendations. Get in touch with him.

**Firestone Tire and Rubber Company**  
"America's Largest Exclusive Tire and Rubber Makers"  
824 14th Street N. W., Washington, D. C.  
Home Office and Factory: AKRON, O. Branches and Dealers Everywhere.

# Firestone

## Truck Tires

## HERALD AUTO DIRECTORY

CONTAINING THE NAMES AND ADDRESSES OF THE WASHINGTON DEALERS IN WELL-KNOWN PLEASURE AUTOMOBILES, MOTOR TRUCKS, ACCESSORIES, AND SUPPLIES.

Herald readers who fail to find in this feature what they desire or who want any further information about the cars or dealers listed below will receive this information by clipping and mailing the coupon below.

### GASOLINE CARS.

**AUBURN-PATHFINDER—**  
AUBURN AND PATHFINDER SALES CO.—  
643 Maryland av. n.e.  
Phone Lincoln 1534.

**CADILLAC—**  
THE COOK & STODDARD CO.—  
1138 Connecticut av.  
Phone N. 7810.

**CROW ELK-HART—**  
CROW MOTOR SALES CO.—  
1315 New York av.  
Phone Main 6420.

**JEFFERY—**  
HURLEY & EARLY, INC.—  
1220 Connecticut av.  
Phone N. 5694.

**MAXWELL—**  
H. B. LEARY, JR.—  
1321 Fourteenth st.  
Phone North 4434.

**METZ-EMPIRE—**  
CARTER CAR SALES CO.—  
1333 Fourteenth st.  
Phone North 1302.

**PACKARD—**  
THE LUTTRELL CO.—  
1214 New Hampshire av.  
Phone West 955.

**PIERCE-ARROW—**  
FOSS-HUGHES CO.—  
1141 Connecticut av.  
Phone North 3403.

**FULLMAN-KING—**  
WM. BARNHART & CO.—  
1707 Fourteenth st.  
Phone North 198.

**REO-OAKLAND—**  
SMITH-TREW MOTOR CO.—  
1337 Fourteenth st.  
Phone N. 510.

**SAXON—**  
RECORD AUTO CO.—  
631-3-5 Mass. av. n.w.  
Phone Main 23.

**STUDEBAKER—**  
THE COMMERCIAL AUTO SUPPLY CO.—  
117 Fourteenth st.  
Phone Main 2174.

**STEARNS—**  
POTOMAC MOTOR CAR CO.—  
1226 Connecticut av.  
Phone North 2000.

**VELIE—**  
FOSS-HUGHES CO.—  
1141 Connecticut av.  
Phone North 3403.

### ELECTRIC CARS.

**BAKER-RAUCH-LANG—**  
BARTRAM ELECTRIC GARAGE.  
1204-98 New Hampshire av.,  
2107-11 M st.  
Phone West 458-459.

**DETROIT—**  
EMERSON & ORME,  
1407 H st.  
Phone Main 7695.

**MILBURN—**  
MILBURN SALES CO.—  
1226 Connecticut av.  
Phone North 2000.

### MOTOR TRUCKS.

**SMITH-FORM-A-TRUCK—**  
"Your Ford and \$250.00"  
RECORD AUTO CO.,  
631 Mass. Ave.

**KOEHLE—**  
CROW MOTOR SALES CO.—  
818 Twelfth st.  
Phone M. 1196.

### TIRES.

**THE HERALD**  
carries more Auto  
Advertising and  
more Auto News  
than any other  
paper in Wash-  
ington.

**VULCAENE SAVES 500 PER CENT ON YOUR VULCANIZING.**  
No heat used. Vulcaene will repair any tire or tube trouble in five minutes. We repair any tube sent us absolutely free.  
THE VULCAENE CO., 966 G st. Fisher Bldg. Phone 6785-J.  
Sold by all leading dealers.

**HERRIMAN, YOUR TIRE MAN.**  
Vermont av. and L st.  
Phone M. 4071.

**SILVER STAR TIRE WORKS—**  
Two old tires makes one good tire. Let us do your work. We know how. There is a difference. 1828 14th st. n.w. Phone North 3528.

**DIAMOND TIRES—**  
The new velvet rubber.  
National Electrical Supply Co.  
1350 New York av. Phone M. 5880.

**FIRESTONE TIRE AND RUBBER CO.**  
Most miles per dollar.  
824 Fourteenth st.  
Main 3297.

**MILLER TIRES—**  
"GEARED TO THE ROAD."  
THE CIRCLE TIRE CO. (INC.).  
1214 Fourteenth st. Phone N. 5516.

**SWINEHART TIRES—**  
Inexpensive and solid. Our prices are right.  
425 New Jersey av.  
Lincoln 78.

**LE ROY LIVINGSTON—**  
Hood Tires.  
1407 Fourteenth st.  
North 1246.

### TIRES.

**THE CHEW-GOUCHER CO.—**  
"We can please you and we will."  
Pennsylvania Vacuum Cups.  
1620 Fourteenth. North 6002.

**JONES-KESLER RUBBER TIRE CO.**  
"G" TREAD TIRES—MARATHON TIRES.  
605 and 612 E st. Phone M. 1041.  
1621 14th st. Phone N. 4809.

### ACCESSORIES.

**ZENTH CARBURETERS—FEDERAL TIRES—**  
FEDERAL AUTO SUPPLY CO.,  
476 Penna. av.  
Phone M. 5448.

**B. F. ZIMMERMAN—**  
Stewart-Warner Service Station.  
1317 1/2 Fourteenth st.  
North 2109.

**BOYCE MOTOMETERS—GABRIEL SNUBBERS—**  
Service Station, 1315 14th st.  
Irvin I. Donohoe.  
Phone N. 2746.

**NATIONAL ELECTRICAL SUPPLY CO.**  
"Everything for the car owner."  
1330 New York av.  
Phone Main 6800.

**RECORD AUTO CO.—**  
631-3-5 Mass. av.  
Phone Main 23-24.

**UNION GARAGE—**  
Supplies—day or night.  
G st. between Sixth and Seventh.  
Main 8596.

**VULCAN AUTOMOBILE GOODS—**  
14th and P sts.  
Phone N. 720.

### TOPS AND SEAT COVERS.

**ACME AUTO TOP CO.**  
"Washington's Foremost Auto Top Co."  
1421 Irving st.  
Phone Col. 5276.

### LAMPS AND RADIATORS.

**MOORE & CO.—**  
Auto Lamp and Radiator Doctors.  
All work guaranteed.  
308 John Marshall Place.  
Phone M. 1648.

### INFORMATION COUPON.

Herald Automobile Directory.

Please send me the following information:

.....

.....

.....

.....

.....

Your name.....

Your address.....

Or telephone Main 3300 and ask for Auto Department.